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## DEVELOPING A SUSTAINABLE URBAN TOURISM

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**Abstract:** This paper aims to explain the importance of creating sustainable urban tourism. The method used is library research. Tourism is a useful activity that can preserve cultural and historical heritage and can prosper society. Throughout history, the city has become the focus of tourism activities, providing accommodation, entertainment and other facilities for tourists. Achieving sustainable urban development requires the preservation of historical sites and cultural structures. By preserving a cultural heritage, and reviving it in a new way, is one form of realization of effective sustainable development.

**Keywords:** Heritage tourism, sustainable urban tourism, destination

### INTRODUCTION

Tourism activities at first are for fun, but now tourism activities are things that must be seriously managed. Tourism always involves tourists, the public, and entrepreneurs or providers of tourism services that facilitate tourism activities. The implications of tourism activities on people's lives are very broad and a unity that is interconnected and influences each other

The other side of tourism development is the impact that raises problems for the environment, social and culture. For a long time, uncontrolled tourism activities could threaten the survival of the tourism industry itself. An important issue is the development of sustainable tourism which has the principle that tourism is not something that is destructive but something useful that can preserve cultural and historical heritage and can also prosper society. Therefore, it requires a fundamental study of sustainable tourism concept.

Throughout history, the city has become the focus of tourism activities, providing accommodation, entertainment and other facilities for visitors. Most of the world's tourism activities occur in urban areas such as Paris and London. However, the city is often identified with a modern atmosphere so many cities have lost their historical heritage by replacing them with modern buildings.

Tourism activities are expected to help preservation efforts. Therefore it is very important to study the application of sustainable tourism concept in urban areas (sustainable urban tourism) through historical and cultural values (heritage). At

present the study of sustainable tourism applied to urban areas is still very rare.

### LITERATURE REVIEW

The concept of sustainable tourism was born as a reaction to the rapid growth of tourism (in terms of volume and geographical coverage), in the postwar period (Lane, 2018). The explicit idea of sustainable development was first highlighted by the International Union for Conservation of Nature and Natural Resources in its World Conservation Strategy (Liu, 2003). The original definition of sustainable development was stated by the Brundtland Commission in *Our Common Future* as a development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Pavlic et al., 2013).

According to Tosun (1998), the roots of the concept of sustainable development were developed during the 1960s-1970s, namely at the 1968 Paris Biosphere Conference, Ecological Aspects of the International Development Conference in Washington in 1968, and the United Nations Conference on the Human Environment in 1972. During the 1980s, world awareness of the environment increased and this situation led to a number of significant international publications.

Many researchers propose that sustainable tourism (can also be called green tourism and ecotourism) is developed to address social, environmental and economic problems associated with the tourism industry (Butler, 1991). At present the types of tourism such as ecotourism,

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urban tourism, and heritage tourism are of growing popularity and decline due to external environmental factors (Dwyer et al., 2009). One of the external factors that emerged over the past decade is the recognition of the impact of human activities on the environment through pollution, and the effects it has caused such as global warming. The impact of these concerns has led to the evolution of new types of tourism that emphasize sustainability, such as ecotourism, sustainable tourism and sustainable urban tourism (Scott & Cooper, 2010).

Applying the principle of developing sustainable tourism in urban areas and determining the main key will have an impact on the application of the concept of sustainable development in these areas (Pavlic et al., 2013). Then Pavlic, et al. (2013) emphasized the opportunities that have not been studied more deeply and the increasing adverse impacts on local communities increasingly emphasize the importance of addressing this sector in relation to the urban economy, environment, society, and certain cultures. The implications of the principles of sustainable tourism in urban areas are further called sustainable urban tourism.

The theory used in this study adopts the principle of tourism life cycle theory. In the marketing of the product or service industry, the product life cycle has been used for a long time. This theory explains the journey of a product in various stages, starting from the introduction stage to decline stage.

Butler (1991) adopted a product life cycle model for the tourism industry and created the concept of the tourism area life cycle. Consists of six stages, namely exploration; involvement; development; consolidation; stagnation; decline and rejuvenation. The construct in this study is that sustainable urban tourism is a concept that is a development of the tourism product life cycle model to anticipate a decline. And maintain that tourism products can be enjoyed by future generations (rejuvenation).

Based on several experts who explained that sustainable tourism offered by Swarbrooke (2011) revealed that the three dimensions of sustainable tourism consist of environmental, economic dimension and social dimension. Asmelash & Kumar (2018) explain the dimensions and indicators of sustainable tourism as follows: economic sustainability (employment quality, economic viability, local prosperity), environmental sustainability (physical integrity, biological diversity, resources efficiency, environmental purity), and socio-cultural sustainability (social equity, visitor fulfillment, local control, community wellbeing, cultural Richness), and institutional sustainability (local

oriented control policy, political participation, local planning policy and political support).

Scott & Cooper (2010) explain more specifically that sustainable urban tourism (SUT) is sustainable tourism and occurs in urban areas. There are a number of studies that examine SUT in Hong Kong (Jim, 2000) and the benefits of developing ecotourism products in urban areas (Higham & Lück, 2002). This enables the preservation of urban historical values so that the next generation of residents and tourists can always experience and enjoy the environmental, economic, social and cultural aspects of these places (Savage et al., 2004).

SUT according to Scott & Cooper (2010) can be divided into 'front room' and 'back room'. Front room sustainability innovations include initiatives such as green maps (Dodds & Joppe, 2001), promotion of local transportation use, the development of walking and bicycle lanes (Hayes & MacLeod, 2007) and preservation of heritage, cultural products and surrounding areas (Hayllar and Griffin, 2005; Henderson, 2005).

Continuous innovation in the back room includes the use of renewable energy, recycling, low-impact tourism transportation use, and reduced water use. The dimensions and indicators put forward by the experts can be used as references to measure the sustainable urban tourism construct empirically in future research. The indicators that can be used in accordance with the study are the front room concept from Scott & Cooper (2010) to realize sustainable urban tourism through heritage and cultural tourism products, with additional indicators from Asmelash & Kumar (2018).

## **METHOD**

This study adopted qualitative research method and employed library research for data collection technique. The preparation of this study was based on literatures to find some relevant theory related to the case or the problems found. The literatures were generated from references about tourism destination, heritage tourism product, and sustainable tourism. The literature study has been done through reputable sources such as books, journals, articles, and websites on the internet.

## **RESULTS AND DISCUSSION**

Urban tourism is identified as a tourism sector that is quite important to get the attention of academics (Aksoz & Bac, 2012). Tourism has an impact on the city, especially in historic centers. This topic has formed the basis of established research with important contributions made since the 1980s and this also appears repeatedly in the work of large institutions that contribute in terms

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of urban heritage and development (García-Hernández et al., 2017).

Big cities are always interesting to visit, urban concepts related to tourism are potential and important industries that encourage growth are also new phenomena, this is because the demand for travel to cities has increased over the past few decades. Some tourists do tours for leisure, studying culture, and for entertainment (Estelaji et al., 2012).

Law (1993) describes four factors that drive cities towards tourism development due to a decline in manufacturing activity, the need to create new economic activities due to high unemployment, the perception of tourism as an industry to grow and the hope that tourism development will result in regeneration and revitalization of urban core. Urban expansion has established cities as a strategic center for growth, innovation and creativity, so it is important to ensure sustainability in the 21st century. (Pavlic et al., 2013).

Tourism activities in urban areas are based on real phenomena, then the phenomenon is processed in such a way that it becomes a tourist reality that can preserve historical and cultural heritage as well as prosper the local community. The tourism activity with the concept of sustainable tourism is expected to be enjoyed not only now but also for next generations. They can still enjoy tourism in urban areas that are full of historical and cultural values.

Urban areas perform an important function in the workings of the tourism system as a whole as a "gateway" for the arrival of international and domestic tourists, as a key node in the transportation system and multi-purpose trips. These functions are often underestimated, the consequences and development of profitable and sustainable tourism in urban areas are not well understood (Estelaji et al., 2012).

Providers of heritage tourism products are those who are directly involved in creating sustainable urban tourism through the heritage tourism products. The government is the manager and is responsible for the existence of a tourist destination. The heritage tourism product service providers consist of museum managers, cultural tourist attractions, and historic sites. The concept of realizing sustainable urban tourism is needed by policy makers to consider measures that enhance social justice, environmental integrity and sustainable economic development (Brown, 2011; Agyeiwaah et al., 2017).

Tourism resources in the city center, especially on cultural sites, monuments and museums are very crowded. Be aware of the dangers of mass and unplanned tourism, as well as meetings of

local culture and tourists. Tourism authorities, local communities, and the private sector of tourism must work together and apply sustainability principles to tourism planning and management (Pavlic et al., 2013).

The fundamental principle of all sustainable tourism development policies is that natural, social and cultural resources that become tourism places must be protected (Sharpley, 2000). Novelli (2005) highlights the study of places and participants to promote new tourism products in a tourist destination and show the relationship between demand and supply side. Tourism demand and supply must be studied to identify cultural heritage as a tourism product. Achieving sustainable urban development requires the preservation of historical sites and cultural structures. By preserving a cultural preserve, and reviving it in a new way, is one form of realization of effective sustainable development (Li, 2008).

Materially the object is a study in sustainable urban tourism, namely entrepreneurs or providers of tourism services that provide tourism products that can be enjoyed by tourists and relevant government parties (tourism services) as a destination management organization (DMO) that has the authority and policy in managing tourism destinations. Because it is impossible to realize sustainable urban tourism activities without interference from both parties.

Tourists is a party who enjoy tourist attraction and the community is the party that feels the impact of tourism activities. The government and tourism service providers have an obligation to educate tourists while carrying out tourism activities and also provide tourism awareness to the local community so that they can optimize the positive impact and minimize. The concept of sustainable tourism is present to replace an ineffective approach to tourism development. Initially the concept of sustainable development originated in the idea that people must change their development priorities from the economy to social and environmental problems.

## CONCLUSION

Urban areas are rich in historical and cultural values which are the gateways of tourist arrivals so they become a tourist attraction. Tourism activities that bring together activities to enjoy tourist attraction and conservation of values and culture in urban areas is a concept of sustainable urban tourism. With the concept of sustainable urban tourism, the tourism activities are expected to be enjoyed up to future generations. They can still enjoy tourism in urban areas that are full of historical and cultural values. To realize sustainable urban tourism, synergy is needed

between providers of heritage tourism products, government and local communities that are responsible for the existence of a tourist destination. The concept of sustainable tourism is present to replace the ineffective approach in the development of tourism by balancing between environmental conservation, social and improving community welfare.

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